

ELECTRIC & AUTOMATED VEHICLES

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TESLA'S MISSION

To accelerate the world's transition to sustainable energy.

SECRET MASTER PLAN



LOW VOLUME
Roadster - 2008

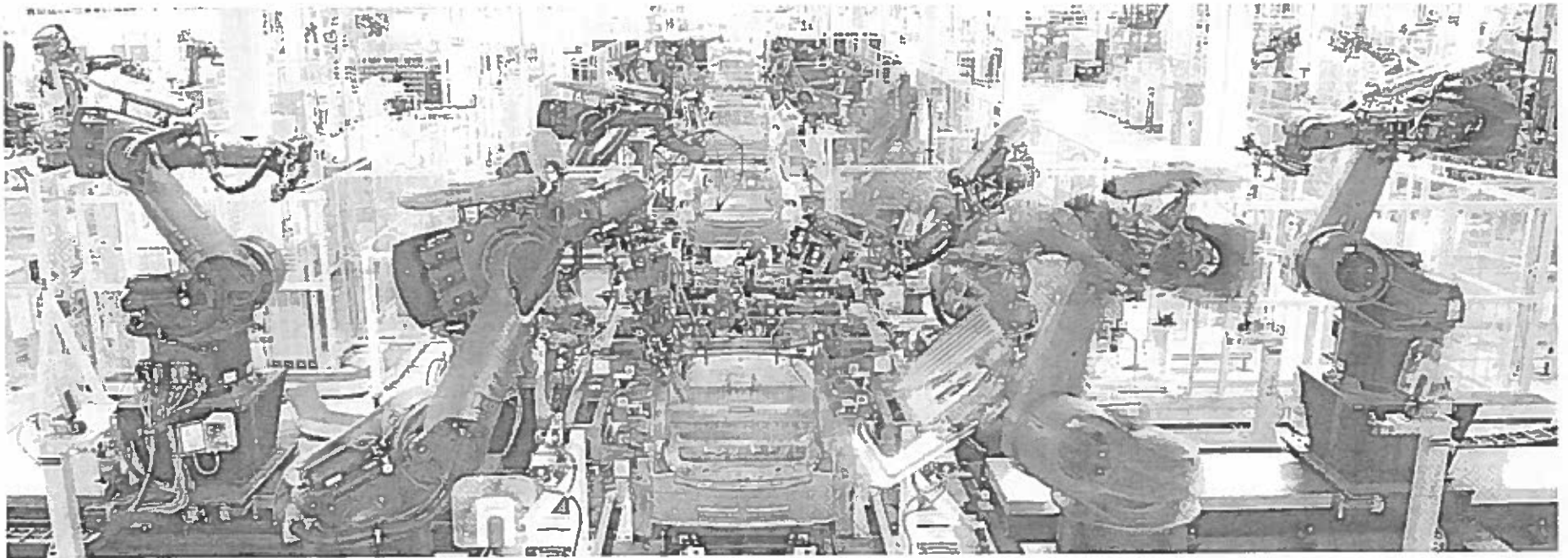


MID-VOLUME
Model S - 2012 | Model X - 2015



HIGH VOLUME
Model 3 - 2017

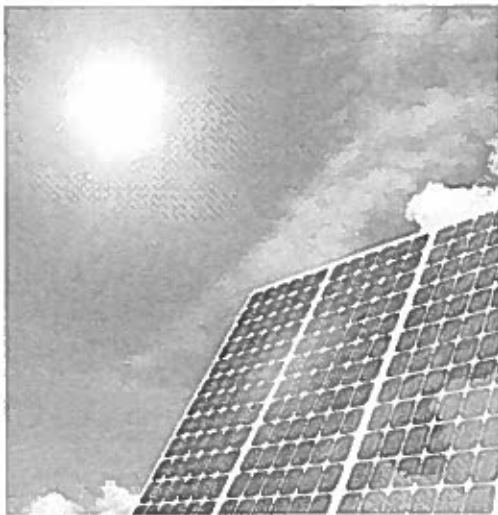
INSPIRING COMPETITION



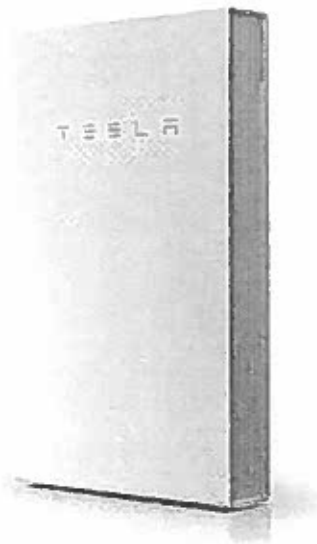
SUSTAINABLE ENERGY



COMPLETE SUSTAINABLE SOLUTION



Renewable energy



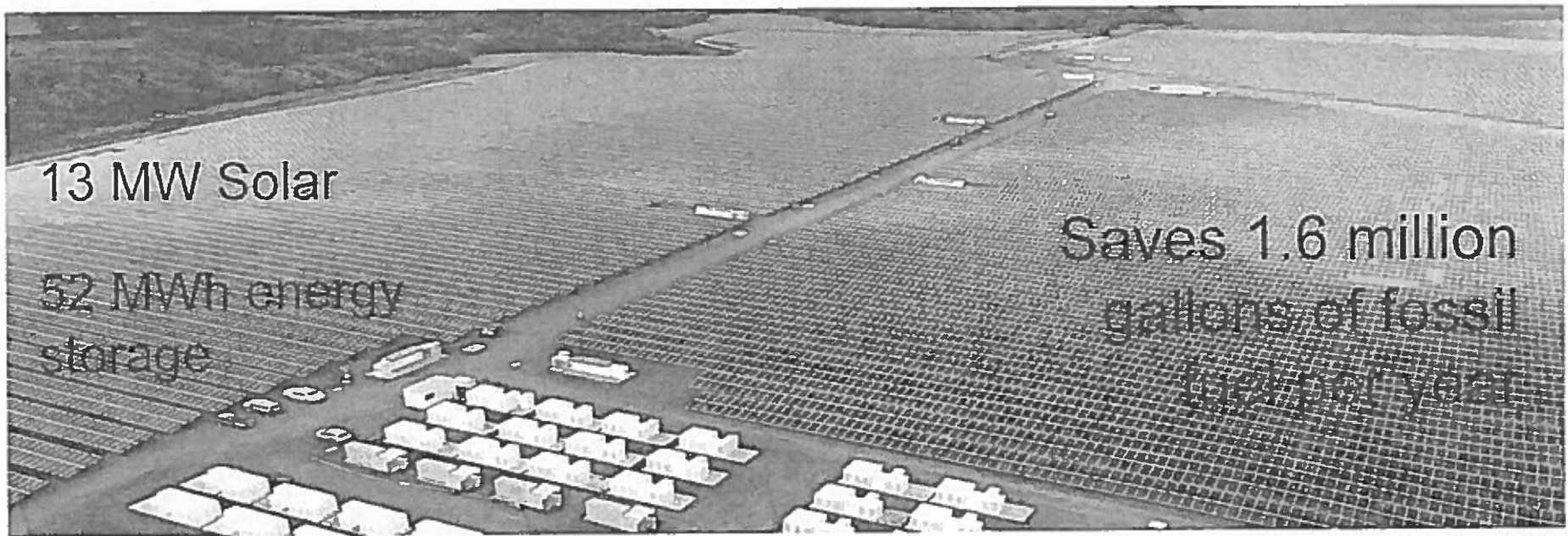
Energy Storage



Electric transport



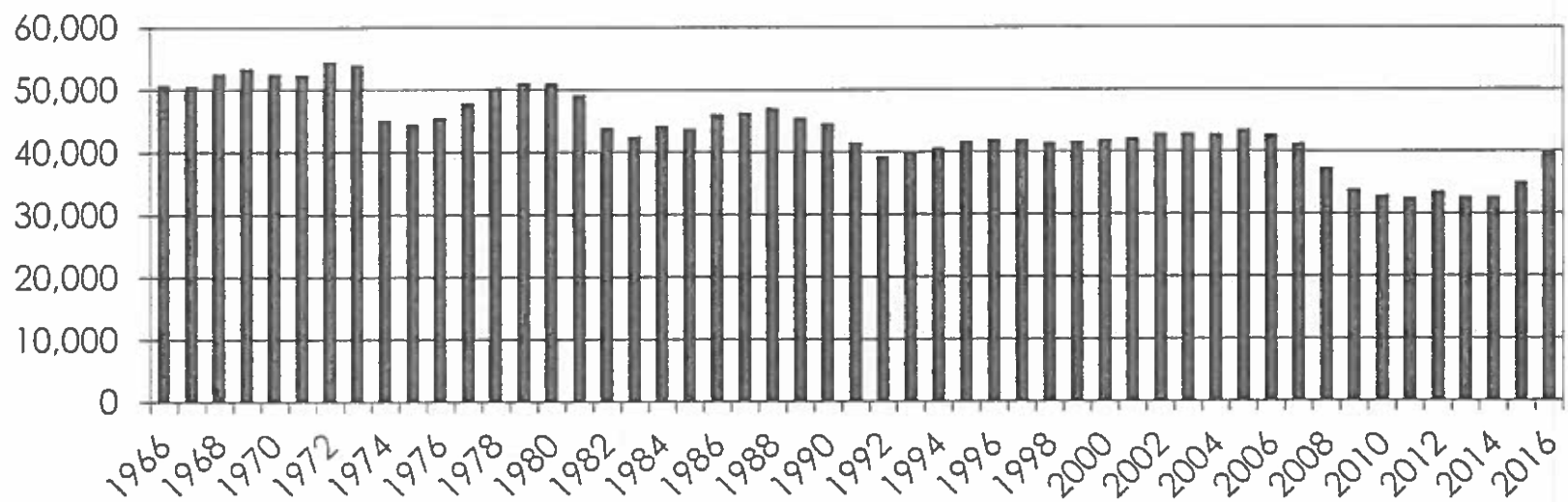
UTILITY-SCALE SUSTAINABLE ENERGY



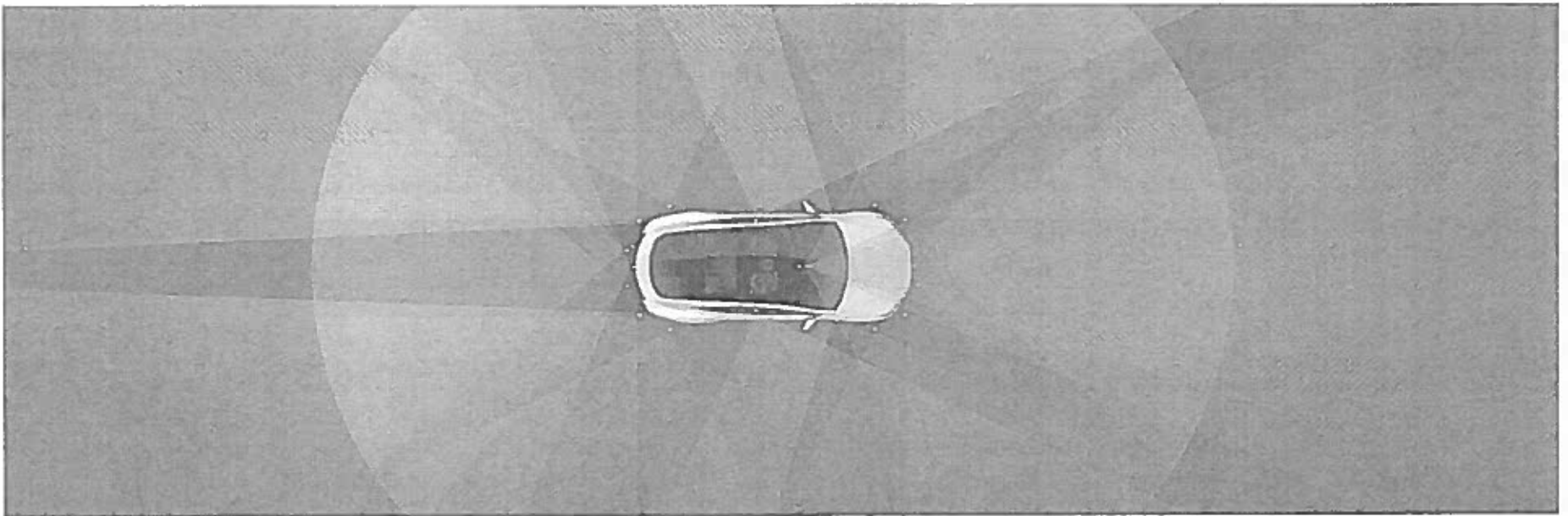
AUTOMATED VEHICLES



MOTOR VEHICLE FATALITIES PER YEAR



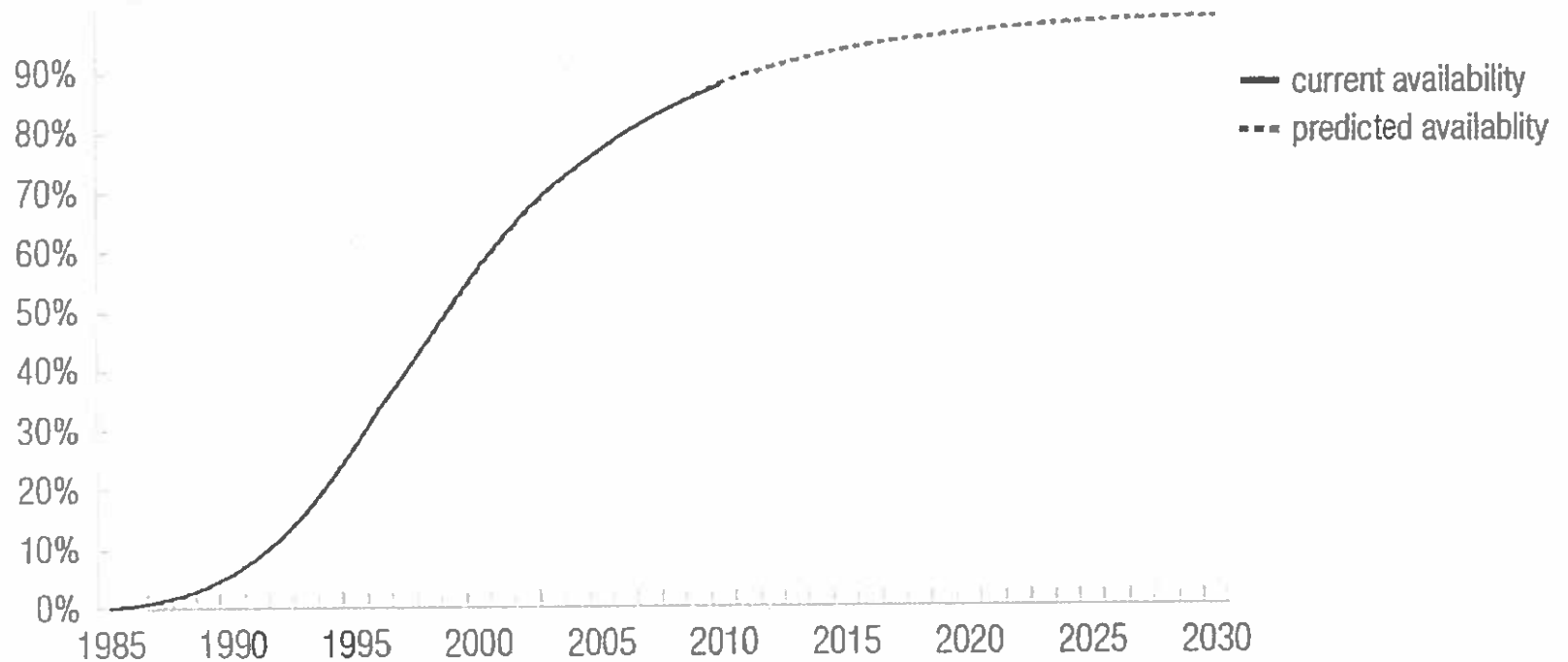
AUTOMATED VEHICLES



TECHNOLOGY AVAILABILITY

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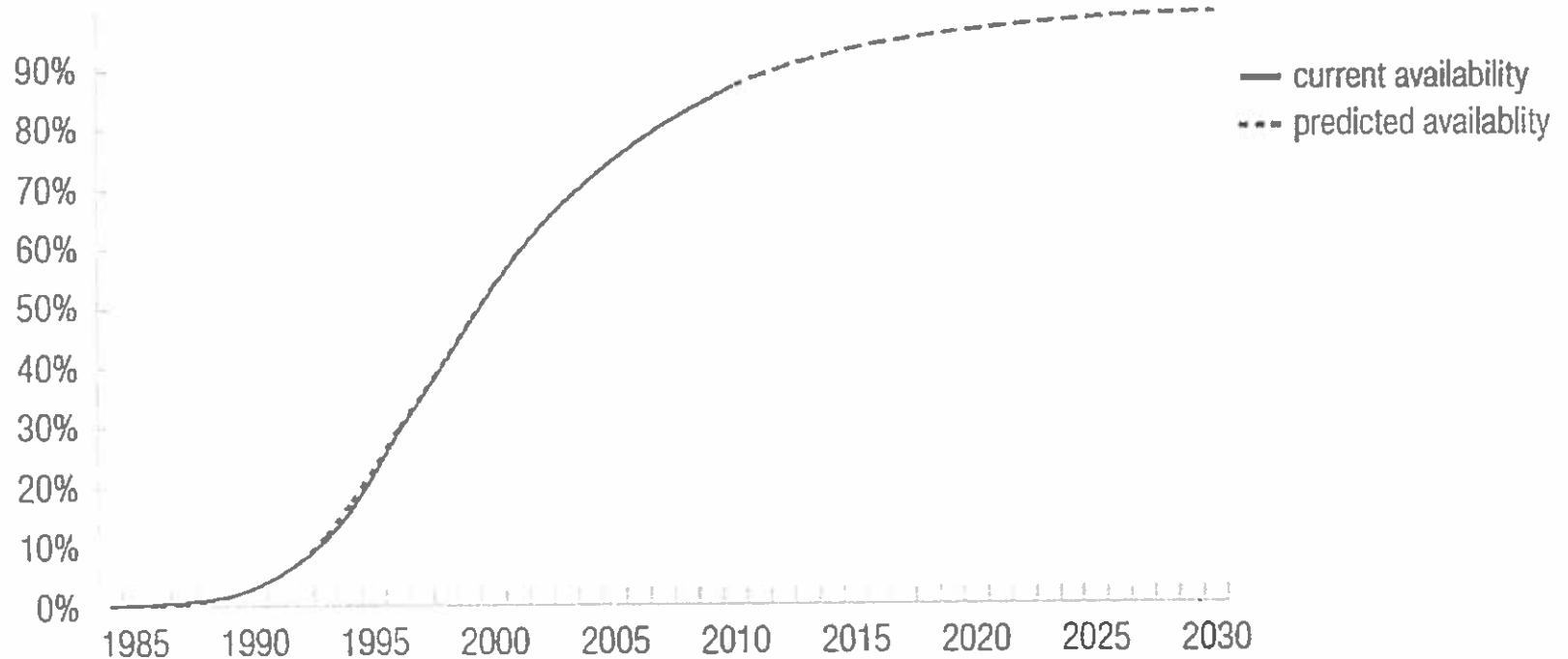
Predicted percentage of registered vehicles with ABS



Source: Highway Loss Data Institute (HLDI)

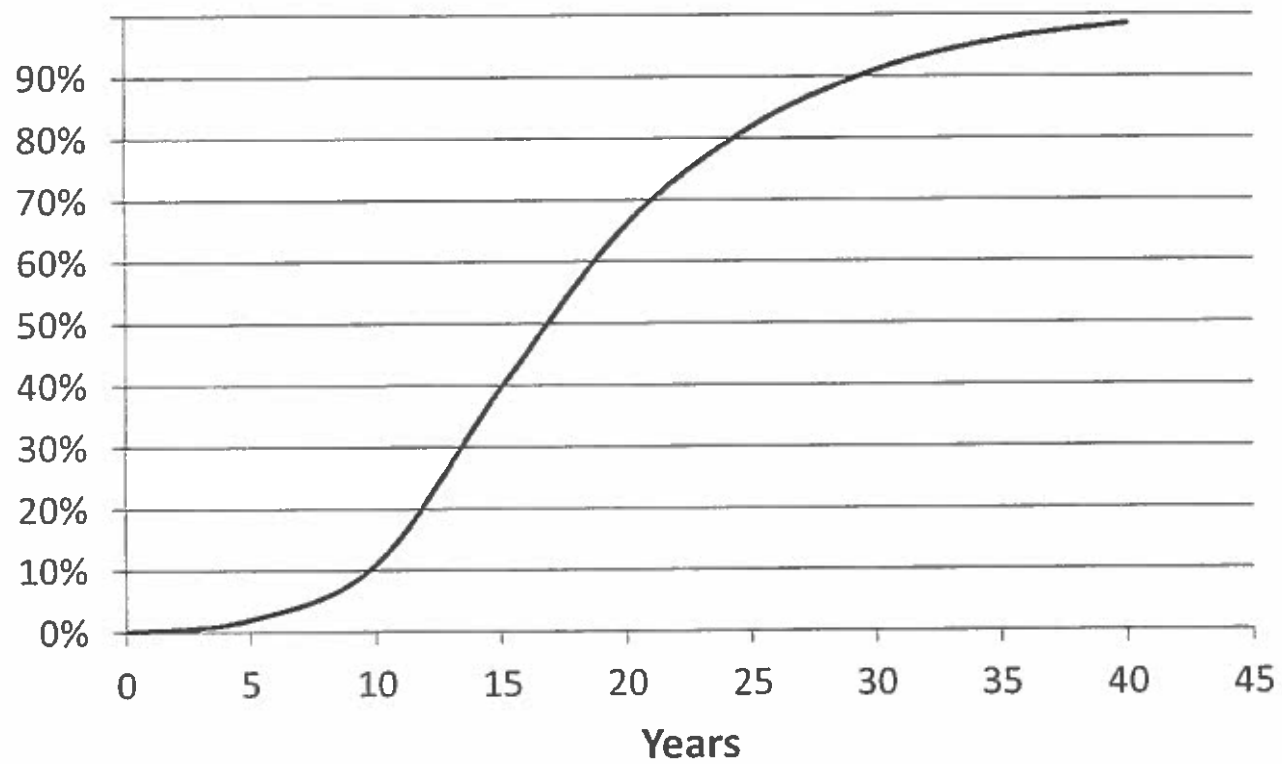
TECHNOLOGY AVAILABILITY

Predicted percentage of registered vehicles with driver front airbags

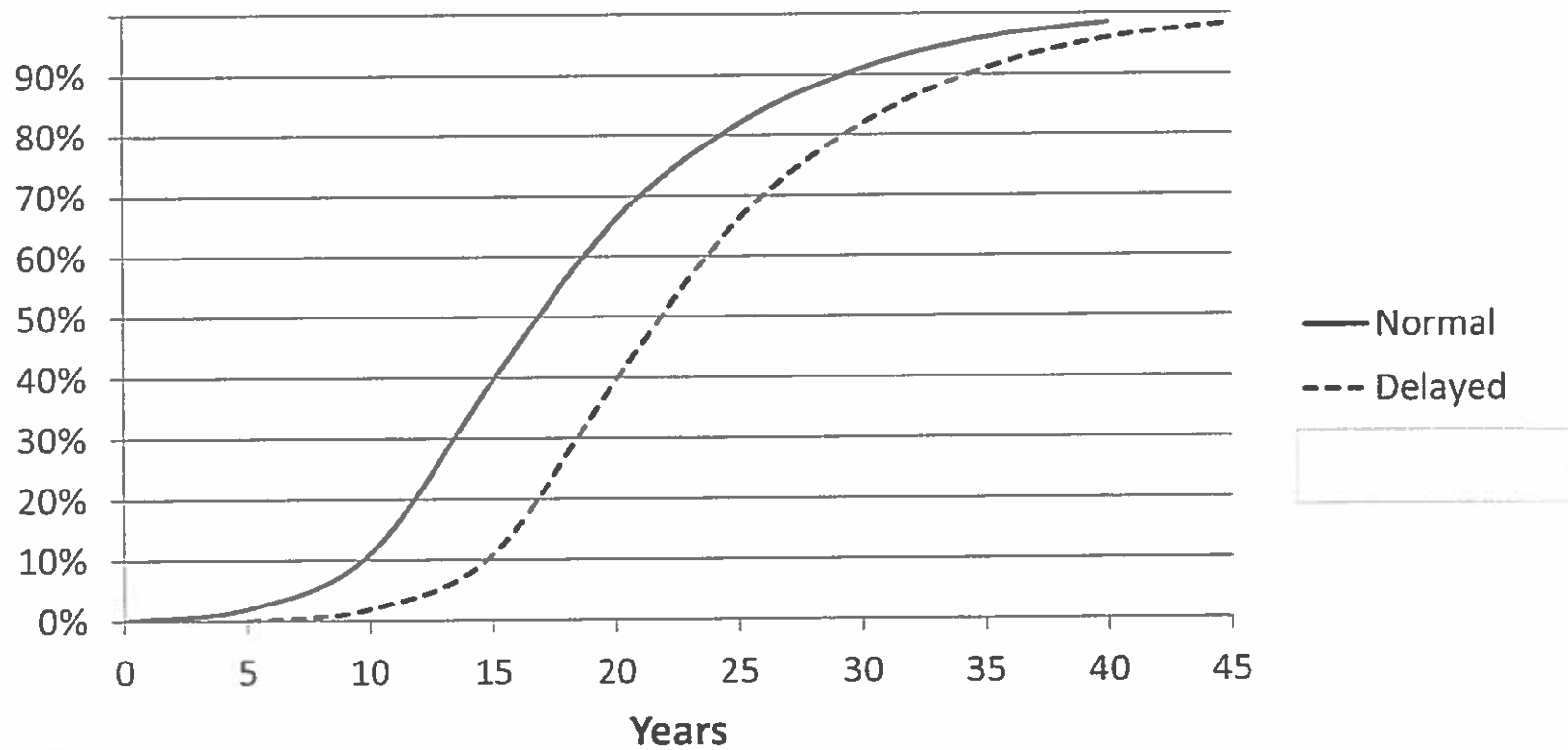


Source: Highway Loss Data Institute (HLDI)

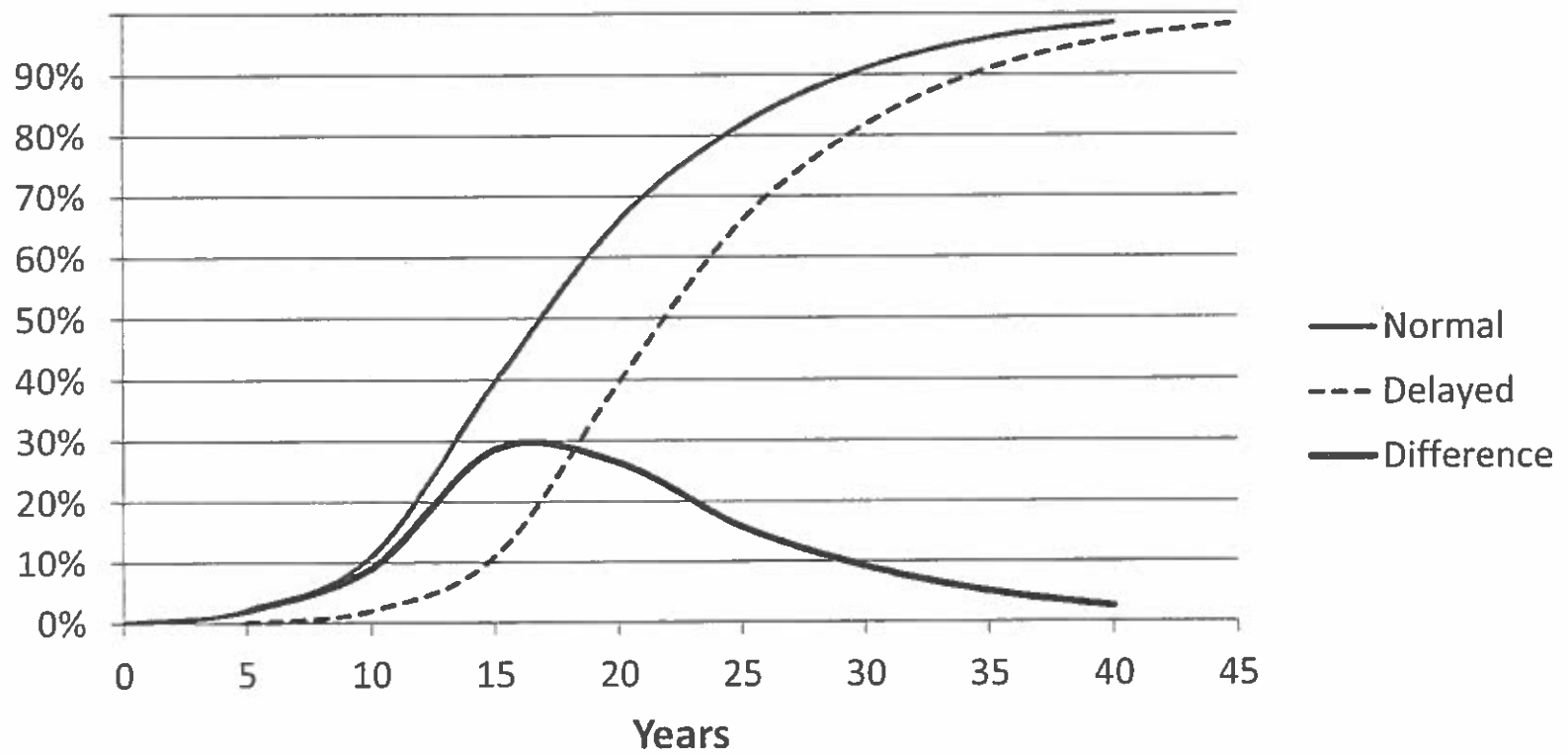
TECHNOLOGY AVAILABILITY



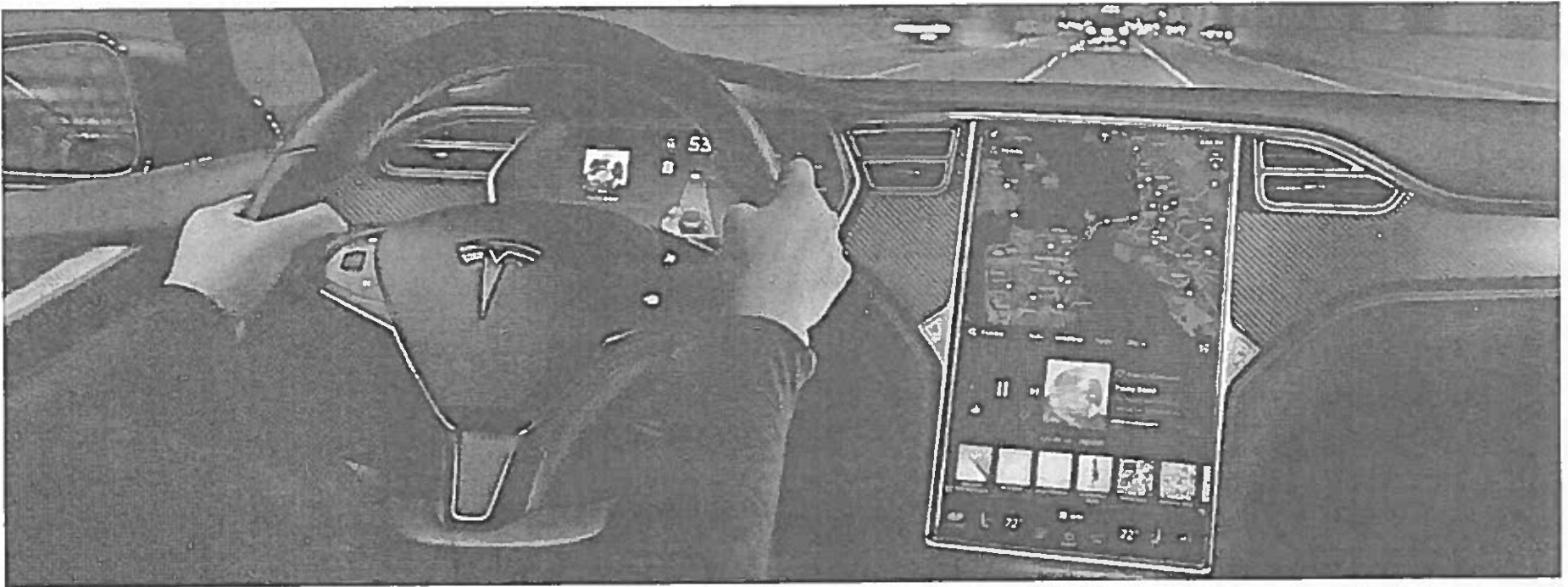
TECHNOLOGY AVAILABILITY



TECHNOLOGY AVAILABILITY



TESLA AUTOPILOT



Hardware is standard

Over-the-air connectivity

TESLA